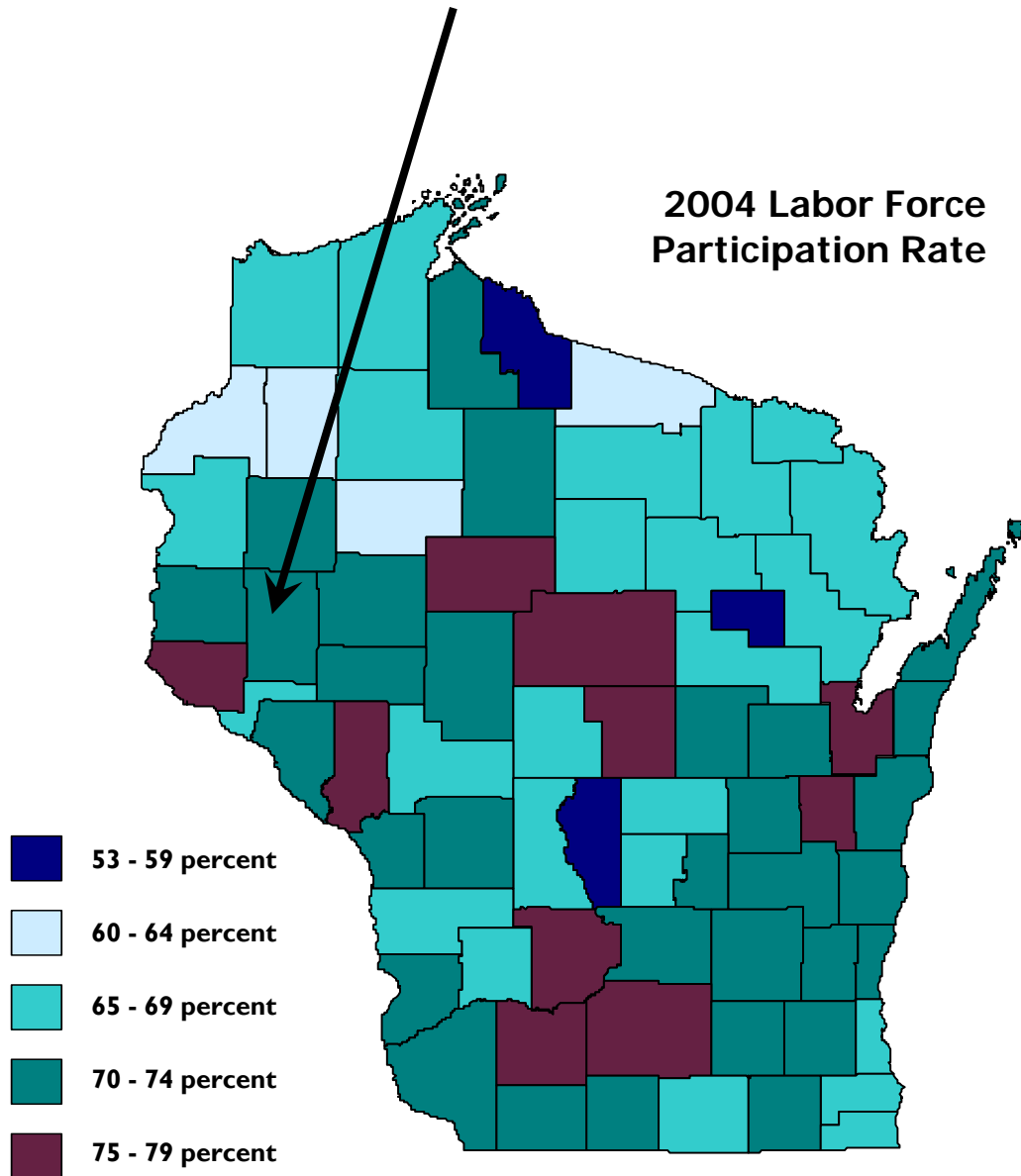


Dunn County Workforce Profile



Source: Estimates created by DWD, OEA using data supplied by
U.S. Bureau of Labor Statistics and U.S. Bureau of Census

Regional contact:
Beverly Gehrke
Office of Economic Advisors
15618 Windrose Lane # 108
Hayward, WI 54843
715.634.5289
Beverly.Gehrke@dwd.state.wi.us



State of Wisconsin
Department of Workforce Development
Office of Economic Advisors

December 2005

OEA-10609-P

County Population and Labor Force

In April 2000 the population in Dunn County was 39,858. By January 1, 2005 it had increased 5.9 percent with the addition of 2,350 residents to a new total of 42,208. The increase exceeded growth in the state and nation and ranked 17th fastest among Wisconsin's 72 counties.

The increase from net migration (1,454) was greater than from natural causes (896 more births than deaths) but the growth from the natural increase of 2.3 percent ranked 14th highest in the state. The county attracts new residents because of the university and the many job opportunities.

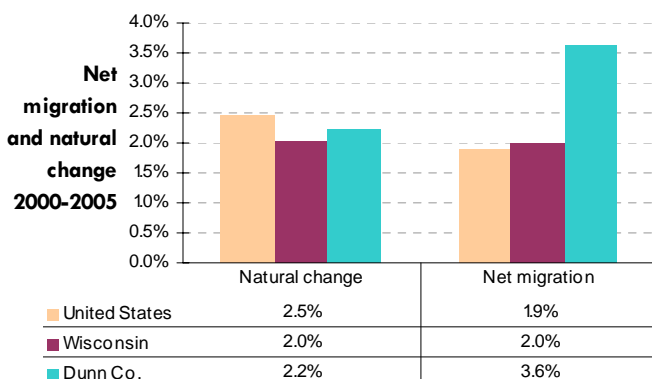
Twenty-eight of the 30 municipalities added residents since 2000 including the largest increases in the two largest, the city and town of Menomonie. With increases from both migration and natural causes Dunn County has a large population of younger residents. In 2005 nearly 23 percent of the labor force age population (16 yrs. and older) was aged 16-24 years old, a much greater share than in both the nation and the state, and includes the mobile student population. The shift the static, middle-aged population will cause more of a tremor as they turn 60. From 2005 to 2020 the 25-59 year group will shrink from 59 percent of the labor force population to 49 percent as the 60 years and older group increases from 18 to 28 percent.

The implications of this shift are visible in the labor force participation chart. The labor force is the sum of various elements in the population that include age, sex, and ethnicity.

Five largest municipalities in Dunn County

	April 2000 Census	Jan. 1, 2005 estimate	Numeric change	Percent change
Dunn County	39,858	42,197	2,339	5.9%
Menomonie, City	14,937	15,415	478	3.2%
Menomonie, Town	3,174	3,436	262	8.3%
Tainter, Town	2,116	2,347	231	10.9%
Red Cedar, Town	1,673	1,906	233	13.9%
Dunn, Town	1,492	1,557	65	4.4%

Source: Wis. Dept. of Administration, Demographic Services, August 2005



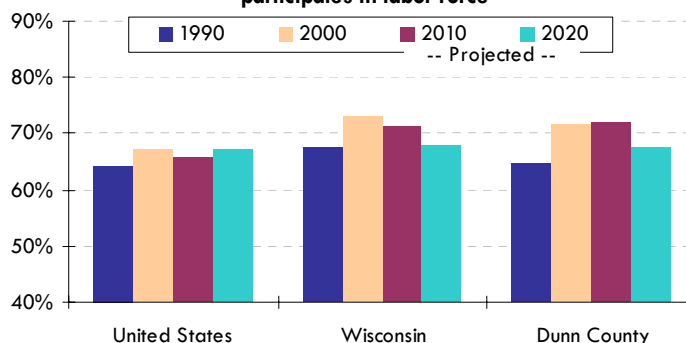
Source: WI Dept. of Admin., Demographic Services & US Census Bureau

Population and Labor Force

	United States	Wisconsin	Dunn County
Total population in 2000	281,424,602	5,363,715	39,858
Population est. Jan. 1, 2005	295,160,302	5,580,757	42,208
Change	13,735,700	217,042	2,350
% change	4.9%	4.0%	5.9%
2005 Labor force population*	224,837,000	4,339,938	33,815
Share of total population	76.2%	78%	80.1%
Labor force	147,125,000	3,071,179	24,058
Labor force participation rate	65.4%	70.8%	71.1%
2005 Population 16 yrs. & over	228,621,674	4,417,313	34,202
16-24 yrs old	37,489,370	743,764	7,740
Share of population 16+ yrs	16.4%	16.8%	22.6%
25-59 yrs old	142,248,896	2,708,865	20,226
Share of population 16+ yrs	62.2%	61.3%	59.1%
60 yrs and older	48,883,408	964,684	6,236
Share of population 16+ yrs	21.4%	21.8%	18.2%
Projected population: 2020	335,804,546	6,110,878	47,061
Population 16 yrs. & over	264,085,104	4,869,573	37,616
16-24 yrs old	37,918,865	681,586	8,739
Share of population 16+ yrs	14.4%	14.0%	23.2%
25-59 yrs old	150,678,402	2,756,884	18,265
Share of population 16+ yrs	57.1%	56.6%	48.6%
60 yrs and older	75,487,837	1,431,103	10,612
Share of population 16+ yrs	28.6%	29.4%	28.2%

* civilian population 16 yrs. and older not in an institution

Percent of labor force age population that participates in labor force



Source: special tabulation by OEA using US Census, US Bureau of Labor Statistics, WI Dept. of Admin. estimates and projections

Middle-aged residents have a higher participation rate than either younger or older residents. With a larger share of the population aged 60 years and over participation will decline even though the labor force population increases. Even though there is a short-term possibility that the current participation rate of 71.1 percent might increase slightly, there is a stronger probability that it has already reached a high-water mark.

Revised Labor Force

In 2004 the labor force in Dunn County declined from the all-time high of 24,154 set in 2003. The estimate in 2004 included 24,058 participants, 96 fewer than in 2003, but the number of employed increased to 22,969. The number of residents looking for work declined by 116 to 1,089, an estimate very close to that of the early 1990s when the unemployment rate was a full percent higher. Since 1990 the number of employed in the county increased by 5,421 while the number of unemployed shifted up and down.

All labor force estimates published from 1990 to 2004 have been revised. The more recent years reflect trends revealed during Census 2000 while the 1990s were updated to include changes from 1990 to 2000 but are still based on ratios from the 1990 census.

The most significant increase in the Dunn County labor force occurred in 1993 and followed employment changes that included new employers, like the Wal-Mart Distribution Center, and existing employers who added workers. Also, during the 1990s more residents began commuting farther for jobs. With more residents working the labor force expanded and the labor force participation rate increased from 64.7 percent in 1990 to 71.6 percent in 2000.

Dunn County Civilian Labor Force Estimates

	Labor force	Employed	Unemployed	Unemployed rate
1990	18,261	17,548	713	3.9%
1991	19,134	18,092	1,042	5.4%
1992	18,911	17,836	1,075	5.7%
1993	21,159	20,207	952	4.5%
1994	21,386	20,557	829	3.9%
1995	22,228	21,422	806	3.6%
1996	22,640	21,902	738	3.3%
1997	22,625	21,877	748	3.3%
1998	22,433	21,725	708	3.2%
1999	22,158	21,483	675	3.0%
2000	22,546	21,782	764	3.4%
2001	22,971	22,041	930	4.0%
2002	23,349	22,257	1,092	4.7%
2003	24,154	22,949	1,205	5.0%
2004	24,058	22,969	1,089	4.5%

Source: DWD, Bureau of Workforce Information, Local Area Unemployment Statistics, September 2005

Education Attainment

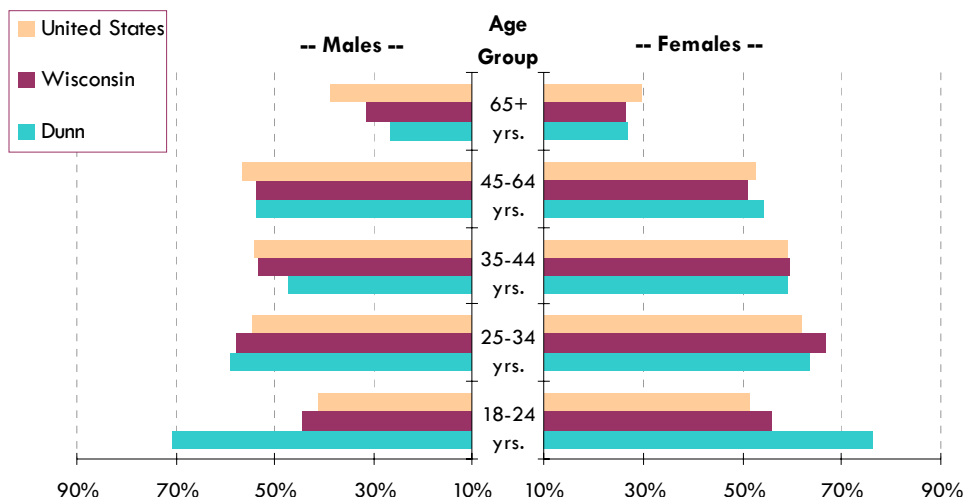
One of the most significant changes in employment that occurred during the last two decades was the shift from goods-producing to service-providing jobs. In tandem with this shift was the increase in demand for professional and technical workers employed in the high-skill services industries and the aggregation of these jobs in larger metropolitan areas.

Much of the job growth in high-skilled service jobs occurred

in larger metropolitan areas while expansion in more rural economies produced lower-skilled service jobs and goods-producing jobs. The main exception in rural areas was job growth in health care and education, two industries with female-dominated professional and technical occupations. For most counties in Wisconsin, including Dunn County, this helps explain why there is a greater proportion of females in nearly every age group with post-secondary education than males.

Another change occurring with employers, especially those from the goods-producing sector, was the shift from employer-trained workers to institution-trained workers. In general, many workers over 45 years old entered jobs, primarily in production, without a post-secondary education but workers today, especially in the younger age groups, often attend vocational classes before being hired. Dunn County has a smaller share of residents with post-secondary education in most age groups except those aged 18 to 24 years due to the students attending college in the county.

Residents with post-secondary education



Source: US Census 2000, Summary file 3, QT-P20

Employment and Wages

Both private and public education is included in the education and health services sector and employers in that sector provide the most jobs in the county, 28.3 percent of the 15,453 total number of jobs. The sector also has the highest payroll but the average annual wage paid to workers of \$30,356 is only 83 percent of sector wages statewide and only fifth highest in the county. The sector is nearly equally divided between jobs in education and health care but wages in education are significantly higher (\$36,756 vs. \$24,344) and much closer to wages earned statewide. The occupations in education are more similar to elsewhere in the state while the occupations in health care include fewer specialized workers and are in smaller facilities.

The highest average wages of \$40,900 are earned by workers in manufacturing and closest to counterpart wages in the state. And, even though wages in trade, transportation and utilities average only \$27,839 they are also more similar to wages paid statewide.

The greatest disparity in wages occurs in leisure and hospitality and are earned by nearly 1,500 workers in the county. Workers in this sector experience seasonal swings dependant not only on the weather but also the university calendar, and

Average Annual Wage by Industry Division in 2004

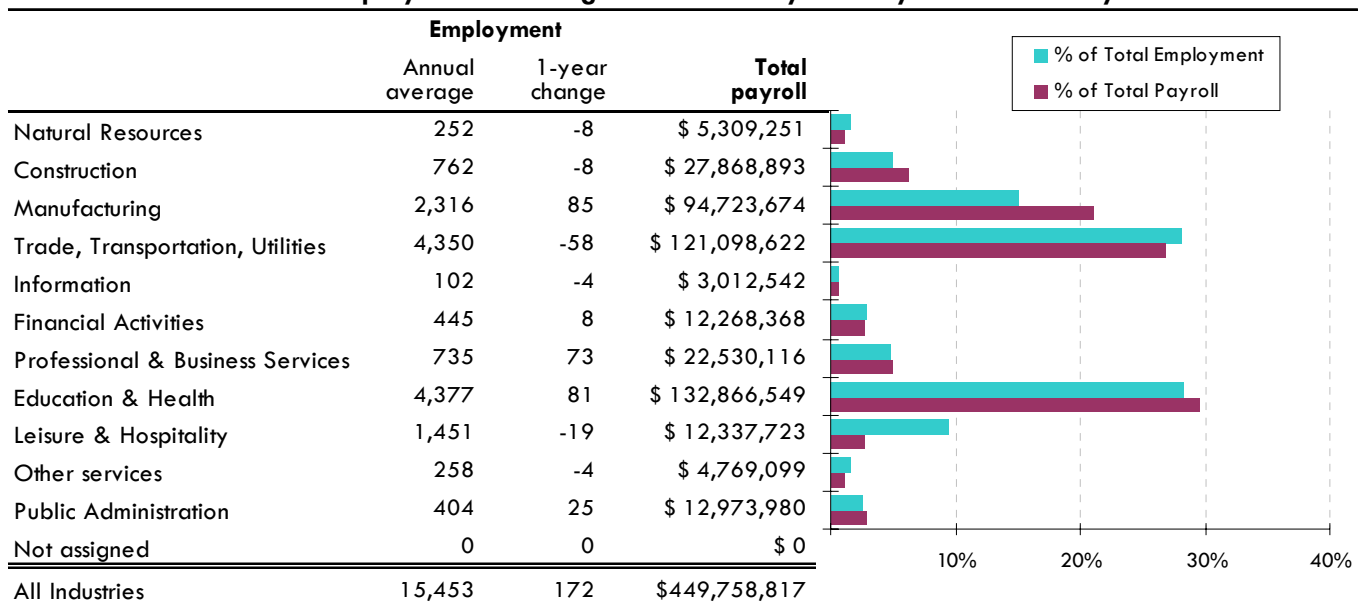
	2004	2004		
	Average Annual Wage	Average Annual Wage	Percent of	1-year
	Wisconsin	Dunn County	Wisconsin	% change
All Industries	\$ 34,749	\$ 29,105	83.8%	3.8%
Natural resources	\$ 27,399	\$ 21,068	76.9%	4.0%
Construction	\$ 41,258	\$ 36,573	88.6%	2.5%
Manufacturing	\$ 44,145	\$ 40,900	92.6%	6.5%
Trade, Transportation, Utilities	\$ 30,088	\$ 27,839	92.5%	4.0%
Information	\$ 41,759	\$ 29,535	70.7%	5.5%
Financial activities	\$ 45,103	\$ 27,569	61.1%	6.2%
Professional & Business Services	\$ 39,580	\$ 30,653	77.4%	1.6%
Education & Health	\$ 36,408	\$ 30,356	83.4%	1.6%
Leisure & Hospitality	\$ 12,295	\$ 8,503	69.2%	-1.2%
Other services	\$ 20,207	\$ 18,485	91.5%	8.2%
Public Administration	\$ 36,347	\$ 32,114	88.4%	-0.1%

Source: WI DWD, Bureau of Workforce Information, Quarterly Census of Employment & Wages

because the workforce has a large student contingency many of the jobs are part-time. Both factors work to lower average annual wages.

Overall, the number of jobs with county employers, at least those covered by Wisconsin's Unemployment Insurance law, added 172 jobs in 2004 and most of those jobs were added in industries with already high numbers of workers. Employment increased 1.1 percent over the year, slightly better than the 0.9 percent increase in Wisconsin, but the increase in wages of 3.8 percent matched the increase in the state.

2004 employment and wage distribution by industry in Dunn County



Source: WI DWD, Bureau of Workforce Information, Quarterly Census Employment and Wages, June 2005

Industry and Employers by Size

Top 10 Employers in Dunn County

Establishment	Product or Service	Size (Dec. 2004)
Wal-Mart Associates Inc	Warehouse clubs & supercenters	1000+ employees
University of Wisconsin- Stout	Colleges & universities	1000+ employees
Aurora Residential Alternatives Inc	Homes for the elderly	500-999 employees
Menomonie Public School	Elementary & secondary schools	500-999 employees
County of Dunn	Executive & legislative offices, combined	500-999 employees
3M Company	Coated & laminated paper mfg.	500-999 employees
Andersen Corp	Wood window & door mfg.	250-499 employees
Conagra Foods Packaged Foods Co	Confectionery mfg. from purchased chocolate	250-499 employees
Myrtle Werth Hospital Inc Mayo	Gen. medical & surgical hospitals	250-499 employees
Cardinal Glass Industries Inc	Flat glass mfg.	250-499 employees

Source: DWD, Bureau of Workforce Information, ES-202, July 2005

Prominent industries in Dunn County

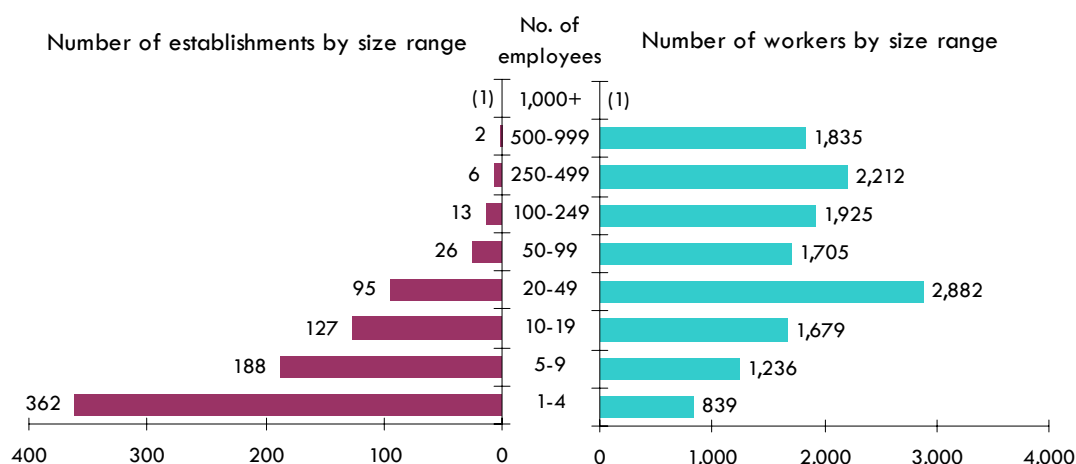
NAICS title	March 2005		Numeric change in employees	
	Establishments	Employees	2004-2005	2000-2005
Educational services	8	2,228	-14	56
Nursing and residential care facilities	18	1,386	133	317
Warehousing and storage	*	*	not avail.	not avail.
Food services and drinking places	67	1,274	183	44
General merchandise stores	7	653	40	255
Paper manufacturing	*	*	not avail.	not avail.
Wood product manufacturing	*	*	not avail.	not avail.
Professional and technical services	51	440	19	122
Administrative and support services	18	433	203	234
Food manufacturing	9	423	28	not avail.

* data suppressed to maintain employer confidentiality

Column headings revised 02/06

Source: DWD, Bureau of Workforce Information, ES-202, September 2005

Dunn County establishments and workers by employment size range in 2004



(1) Data not available due to suppression factors

Source: DWD, Bureau of Workforce Information, Table 221, July 2005

Roughly 2,230 of the 4,377 jobs in the education and health services sector are in education and make it the largest industry group in Dunn County. The average number of jobs per establishment is 279. That would be even higher if the numerous work-study jobs with the University of Wisconsin, the second largest employer in the county, were included.

The largest employer, Wal-Mart Associates is the aggregate of several establishments located in Dunn County and together they provide over 1,000 jobs. The establishments are included in the industry groups for warehousing and storage, the third largest in the county, and in general merchandise stores, the fifth largest group.

Even though manufacturing employers provide only half the jobs as the largest sector, four of the largest employers in the county are manufacturers and three represent industry groups included in that list.

Overall, there is an average of 19 jobs per establishment in Dunn County. Roughly three percent of the establishments have more than 100 workers but they provide over 46 percent of the jobs in the county whereas 82 percent of the employers have fewer than 20 workers and provide only 24 of the jobs.

Per Capita Personal Income

The per capita personal income (PCPI) in 2003 in Dunn County of \$22,885 is remarkably low. It ranked 58th highest among Wisconsin's 72 counties and was only 75 percent of the state PCPI of \$30,685. PCPI increased 2.8 percent in the last year and 14.9 percent since 1998. The percent change over last year exceeded the increase in PCPI in the state of 2.5 percent but the change since 1998, which ranked 47th in the state, lagged the increase of 17.2 percent in Wisconsin.

The per capita personal income report from the US Dept. of Commerce, Bureau of Economic Analysis, includes wages and salaries from job-holders, self-employed, proprietorships, and farmers. It also includes income from dividends, interest and rent; and income from transfer payments like social security, Medicaid, unemployment insurance, veteran's benefits, and welfare. The total of all these sources of income is divided by the total population to arrive at the per capita personal income.

Factors such as a higher share of residents without income (generally children and significantly in Dunn County, students), or residents on a fixed income (generally the elderly) can lower the PCPI. Another factor that heavily influences PCPI is net earnings, which comprise 70 percent of total personal income in the state and in Dunn County.

In Dunn County total personal income in 2003 of \$940,506,000 was up 3.6 percent from 2002 and 19.8 percent from 1998. The increase in total county income exceeded the increases in Wisconsin and the nation in both the one- and five-year inter-

vals. Income losses from dividends, interest, and rent were offset by gains in wages and salaries and transfer payments. In 2003 the county also experienced an increase in income from residents working outside of Dunn County. The adjustment for residency in 2003 of \$92,573,000 is nearly 14 percent of net income from earnings.

Wisconsin Counties 2003 Per Capita Personal Income and Rank in State

Area	2003	Rank	5-yr growth	Rank	Area	2003	Rank	5-yr growth	Rank
United States	\$ 31,472		17.1%		Manitowoc	\$ 27,807	27	13.6%	59
Wisconsin	\$ 30,685		17.2%		Marathon	\$ 29,992	16	22.0%	5
Adams	\$ 22,804	59	16.1%	37	Marinette	\$ 25,448	39	21.3%	9
Ashland	\$ 23,204	55	16.6%	32	Marquette	\$ 22,590	64	26.5%	1
Barron	\$ 24,922	41	15.2%	44	Menominee	\$ 18,449	72	19.8%	16
Bayfield	\$ 22,660	62	13.4%	60	Milwaukee	\$ 31,419	7	19.5%	18
Brown	\$ 32,076	5	17.8%	25	Monroe	\$ 23,467	54	16.8%	31
Buffalo	\$ 29,083	20	17.2%	28	Oconto	\$ 24,842	42	12.3%	66
Burnett	\$ 22,796	60	17.1%	29	Oneida	\$ 28,646	22	18.7%	21
Calumet	\$ 31,880	6	21.4%	8	Outagamie	\$ 30,952	11	20.5%	14
Chippewa	\$ 25,999	36	12.3%	67	Ozaukee	\$ 47,527	1	14.7%	48
Clark	\$ 22,227	66	13.9%	55	Pepin	\$ 24,407	44	13.0%	64
Columbia	\$ 30,846	12	18.2%	24	Pierce	\$ 27,963	26	18.6%	23
Crawford	\$ 22,628	63	20.9%	13	Polk	\$ 24,201	46	13.9%	54
Dane	\$ 36,455	3	21.0%	12	Portage	\$ 27,464	30	21.1%	11
Dodge	\$ 26,048	35	13.3%	61	Price	\$ 24,361	45	12.2%	68
Door	\$ 30,657	13	15.9%	40	Racine	\$ 31,271	8	15.0%	45
Douglas	\$ 23,568	53	15.3%	43	Richland	\$ 23,829	51	21.9%	6
Dunn	\$ 22,885	58	14.9%	47	Rock	\$ 28,256	25	14.1%	50
Eau Claire	\$ 27,469	29	17.5%	27	Rusk	\$ 20,461	71	14.0%	52
Florence	\$ 24,146	47	25.3%	3	Sauk	\$ 28,780	21	19.5%	19
Fond du Lac	\$ 29,951	17	16.1%	38	Sawyer	\$ 23,921	50	22.3%	4
Forest	\$ 21,975	68	25.4%	2	Shawano	\$ 23,941	49	13.9%	56
Grant	\$ 24,116	48	15.6%	42	Sheboygan	\$ 31,251	9	19.8%	17
Green	\$ 28,542	23	14.0%	51	St. Croix	\$ 31,091	10	13.6%	57
Green Lake	\$ 26,962	32	8.1%	72	Taylor	\$ 23,020	56	16.6%	34
Iowa	\$ 27,308	31	19.2%	20	Trempealeau	\$ 25,242	40	18.7%	22
Iron	\$ 22,912	57	21.1%	10	Vernon	\$ 20,950	70	15.7%	41
Jackson	\$ 26,084	34	21.9%	7	Vilas	\$ 25,664	37	13.0%	63
Jefferson	\$ 29,330	18	16.5%	35	Walworth	\$ 27,626	28	13.6%	58
Juneau	\$ 22,382	65	12.7%	65	Washburn	\$ 22,794	61	16.0%	39
Kenosha	\$ 29,117	19	16.5%	36	Washington	\$ 35,196	4	14.9%	46
Kewaunee	\$ 25,536	38	8.8%	71	Waukesha	\$ 41,551	2	12.2%	69
La Crosse	\$ 28,284	24	16.8%	30	Waupaca	\$ 26,863	33	14.0%	53
Lafayette	\$ 21,983	67	10.1%	70	Wausara	\$ 21,762	69	13.2%	62
Langlade	\$ 23,739	52	20.4%	15	Winnebago	\$ 30,359	15	16.6%	33
Lincoln	\$ 24,725	43	14.6%	49	Wood	\$ 30,401	14	17.7%	26

Source: U.S. Dept. of Commerce, Bureau of Economic Analysis, Regional Economic Information System, May 2005